

The Competitive of Promotion Strategy in Businesses

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Abstract. The purpose of this study is to show reports that revealed small businesses in Indonesia have many concerns about survival, competitiveness, and efficiency due to related issues such as finance, lack of information and knowledge, capabilities and capacity. This research is based on problems related to IT implementation in Indonesia. It determines the problems associated with implementation and identifies factors for successful IT implementation in Indonesia. The descriptive qualitative method with literature review was carried out to obtain data that has been changed in the form of book notes, newspapers, agendas, inscriptions, minutes of meetings, and magazines. This study intends to be a reference in the development of small businesses in Indonesia who are very concerned about the development of technology that can improve small businesses to utilize social media as promotion.

1. Introduction

The increasingly quick technological advancements have encouraged companies to do new business and marketing practices. Internet, as part of technological advancements, has reshaped markets and businesses. Businesses began to use the internet, so it supports the creation of e-commerce systems, e-marketing, and education. This is certainly offset by the great benefits that can be obtained with e-commerce utilization for business owners. Currently, the biggest trend in internet utilization indeed is still dominated by large companies. However, e-commerce can also be done by Small and Medium Enterprises. In Indonesia, furniture companies have used internet applications for marketing their products to foreign countries. In addition, some also using e-mail, and some are already using the application web as an e-catalogue of products that to be marketed. Terms of utilizing internet applications for market the products produced by these SMEs is e-commerce. The empirical study used variables research the process of adopting internet applications for product marketing (e-commerce), perception of benefits and constraints [1]. In the era of globalization, the growth of information technology has greatly increased. Company managers have to use information technology efficiently because it is simpler in the ongoing business method. Some of the advantages of information technology for business are that it makes entrepreneurs more closely and makes business broader [2].

Users of the social media Instagram, as the social media applications that are most commonly used, are now being used by all people and businesses as well to test various purposes, including making customers aware of critical issues in customer knowledge and marketing network. Instagram is used because it is interactive and has a lot of users. All companies choose to update their sales strategies on social media. Entrepreneurs have shown some interest in photo-driven social media sites such as Pinterest and Tumblr as more and more users find themselves in the business market. Some who use the Google Business can easily identify problems and can launch a new platform in

partnership with Google [3]. Industry 4.0, knowing this information, could take over the business world. The number of e-merchants in Indonesia has increased by 17 percent in the last 10 years. In addition, the key figures of the new age are visible when watching movies online, playing music online, and watching sports online as Internet users choose sources of entertainment. Only three of these activities are close to the new age group lifestyle. These symptoms can be traced back to a young product provider. Indosat is called Spotify and Iflix and Telkomsel by HOOQ [4]. Some events will bring new experiences over time, in the business world, advertising in social media is one of the most used media. Social media also known as social networks which recording multimedia content is created and can be shared with network users. Social media presence can share any information to enhance creativity and attract users [5]. Through social networks, we gain access to resources previously unknown to the business world. To improve business growth, we can improve customer contact and distribution and grow our business so that innovation can work in line with strategy [6].

Sometimes, people do not have the business knowledge and skills for business development and are looking for employees with the capabilities that are needed to run a business and make their contribution as a key aspect of the network public improve customer service, improve the implementation of products and services in pricing practices that require greater customer advertising [7]. With the presence of social networks, many companies use media as a means of communication. If used correctly, social media can significantly increase promotion. To be successful in online marketing, marketers need to look at the opportunities they need for their customers [8]. Because of the small barriers to using social networking technologies, small businesses can use social media in the same way as large companies without large resources [9]. They are suggested that the use of the Internet could help companies grow more customers and markets by improving their business development strategy. The Internet also enables businesses to reach out and expand their core business by entering the market and developing products, increasing sales and creating new products and services that can be found via the Internet [10].

The study aims to show reports revealed that small businesses in Indonesia have many concerns about survival, competitiveness, and efficiency due to related issues such as finance, lack of information and knowledge, capabilities, and capacity. The method use descriptive qualitative method and documentation.

2. Method

This study used descriptive qualitative method and documentation method. The technique is used to find data about things or variables to obtain data about the instructor's learning tools, a list of student names, a list of lecturers' names, and their classes as well as their area of expertise.

3. Results and Discussion

a. Users of social media

Instagram is the most widely used social media today, used by all companies in this research and for a variety of purposes, including customer information, customer service, and marketing. Instagram is easy to follow [11]. However, Facebook is not a widely used business-based sector because it looks very social and customer-oriented. However, it used in companies that directly sell products and services to a sample of customers in the food and beverage sector [12]. Some of the activities discussed include using Instagram to connect with businesses, using LinkedIn for recruitment, and using Instagram to help clients understand service issues.

Members are somewhat interested in photo-driven social media sites like Pinterest and Tumblr as a powerful way to grow business. Some companies are starting to use Google+, and these types of things are useful for search engine optimization and optimization. Other members interested in Google+ have a small business opportunity to use the new platform.

b. Strategy in social media

All users used many strategies to send messages to social networks such as tailoring the content of the messages to existing social networking platforms and users. The quality of news on social networks is essential to the participants. All participants find it essential to communicate with consumers free of charge on the social network and to use official documents and technical articles useful to consumers. Participants also expressed their desire to provide consumers with feedback on events and activities in the business sector.

The importance of discussing information between businesses is that consumers and businesses often need to avoid unnecessary use of social networks, which is beneficial to the organization and prevents debate. Two participants talked about the importance of communicating and learning through social networks. Some respondents were considering advertising on social networks, and most did not have a better strategy for advertising on social networks. It is recognized that time management is needed to support strategies in social networks, but companies are usually unable to hire full-time employees to perform tasks in social networks. Foreign social networks have need to monitor strategies. Time-saving strategies like Instagram Planner are often used throughout the day to reduce the time needed to manage social networks. When trying to tackle social networking strategies, both companies concluded that their social networking experience is excellent. It allows members to experience new or different social media platforms and determine the right platform for their current business.

c. the Influence of Social Media

Many businesses in surveys use analytic tools to find out whether social media influences customers. However, three businesses illustrate the difficulty of effectively addressing how social media relationships are valuable to small businesses today due to a lack of knowledge so that businesses do not last long.

d. Social Media Research - planning and measurement

The research framework is divided into design, attributes, strategies, tactics, management, organization, measurement and value. In this study, most companies measure social media success by the number of clicks on social media, site comments, referrals, or sales. There is little research that measures the impact of social media use on small businesses. Limited research is usually available in commerce.

Evidences shows that more and more entrepreneurs are using Instagram and affirm the need for business research initiatives to address the impact of this problem. There is little research on corporate social media strategies and how the whole strategy works. The user needs to pay more attention to research because there is currently no insight into how companies manage social media to grow. This vision highlights the lack of research on e-business strategies and social media for small businesses. In discovering the lack of industry-specific best practices available to businesses today, it can be pointed out that strategies are needed to offer consumers a departmental approach that takes into account customer input and addresses negative customer perceptions of the company. Experience with social media should be considered as part of business experience. However, they also found a lack of guidance available to businesses and concluded that the social media experience of entrepreneurship was not fully developed due to the limited availability of social media [14] (see Table 1).

Table 1. User Profile Table

| Business | User Role | Business sector | Employees | Social Media used |
|-----------------|----------------------|------------------------|------------------|--|
| Business A | Marketing | Digital media/IT | 37 | Twitter |
| Business B | Manager Marketing | Digital Media/IT | 17 | Blog Google+ Facebook Twitter LinkedIn |

| | | | | |
|------------|---|--|----|--|
| Business C | Marketing Manager | IT | 15 | Instagram Twitter Google+ Google+ Facebook |
| Business D | Owner/Manager & Social Media Consultant | Food & Drink | 10 | Facebook Facebook Instagram Twitter |
| Business E | Owner | Professional Services – Training & Development | 5 | YouTube Google+ Twitter Slideshare LinkedIn Instagram Facebook |
| Business F | Owner | Drink & Food | 8 | Twitter Tumblr Instagram Facebook |

e. Business activities

The results provide information on social networking activities used in today's business processes through social networks. Social networks are often used for business because they are effective. Most companies have to do social research, do not use customers and suppliers, have online marketing products and services that support the brand, as well as reduce costs and services on the Internet. The lack of guidance available for business and concludes that the entrepreneurial social media experience is not fully developed due to the limited availability of social media and social media [14]. Eventually, social media will become an indispensable intermediary in the world of entrepreneurship.

4. Conclusion

Instagram is now a social media platform used by many small businesses. There are some posts on how to use Facebook, depending on the business sector, Facebook is generally not useful for the business sector, but they are currently used in the food and beverage industry. All small businesses understand the importance of social media and use social media at least daily, with many updating more than one social media every day. Participants value of using social media for purposes other than sales or advertising. Most employees in businesses do not use social media for business purposes. This is due to a lack of time due to other work responsibilities and a lack of knowledge of social media applications so that businesses can interact with social media seamlessly.

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